

**PHILIP MORRIS INCORPORATED**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Bob Roper  
FROM: Jim Thompson  
SUBJECT:

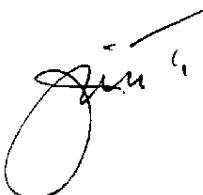
DATE: April 21, 1986

Now that P.M. Magazine is soliciting advertising, (see attached), shouldn't we get to Guy Smith and get rid of the fourth cover cigarette ad that has white space beneath?

There is now too much visibility on this to ignore.

JLT/mcf

cc: C. Beck



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